# VALOR GAMES
## SOUTHEAST

BRIDGE II SPORTS

# 2020 SPONSORSHIP OPPORTUNITIES

# VALOR /VAL-ƏR/ DEF.

1. The quality of mind enabling one to face danger or hardship resolutely
2. Honor + Dignity

For our military men and women who have served
and are serving our country,
**VALOR IS A WAY OF LIFE.**
Bravery is second nature as they put their lives on the line to protect
our freedoms.

When those lives are affected by disability,
whether in combat or at home,
whether visiable or invisible,
valor is put to the test as pieces of
**HONOR, DIGNITY** and **IDENTITY** are chipped away.

For 3 incredible days in May, the power of
**SPORT, COMPETITION AND CAMARADERIE**
Empower our disabled Veterans and members
of the Armed Services
To see beyond their limits and redefine themselves confidently as
**WARRIORS**
**ON AND OFF THE FIELD.**

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**Bridge II Sports is honored to host Valor Games Southeast 2020, celebrating our 8th consecutive year joining with the Department of Veterans Affairs on this initiative.**
**We have proudly emerged as the leader of the 4 regional Valor Games—setting the standard of excellence and accountability.**

**Valor Games Southeast draws over 125 disabled Veterans and disabled members of the Armed Services from around the country to Raleigh/Durham/Chapel Hill for 3 days of spirited competition in 11 adapted sports.**
**Valor Games Southeast is an introductory competition to give opportunity for both those facing life for the first time with a disability and those continuing to gain confidence as they live daily with a disability. Historically half of our athletes are new to the Games where they receive a life-changing experience and those returning serve as role models and mentors.**

**Motivating this success is the privilege to team up with arguably the most iconic and beautiful sports venues in the world—the Dean Smith Center at UNC; Cameron Indoor Stadium at Duke University and Lake Crabtree in Wake County. It is incredible to witness the sense of self-worth rise in our Veterans as they step foot or wheel into these venues. Certainly the opportunity to compete in these spaces entices new athletes to come and try.**

**Valor Games Southeast 2020 will be held May 18-21—the week between Armed Forces Day and Memorial Day. The games have become a symbol of empowerment, honor and hope during a time of year when our attention focuses on our wounded and fallen soldiers.**

**I invite you to be a part of this life changing event.**
**Join us in showing your commitment, appreciation and dedication to our country's military and help to ensure their lives remain purposeful, active and honored after disability.**

Let's Build the Bridge,
*Ashley Thomas*
Founder and CEO
Bridge II Sports

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BRIDGE II SPORTS

VALOR GAMES
SOUTHEAST

## AS SEEN ON...

Over the past 4 years VGSE has earned over **80 MILLION** media impressions in print, television, online and radio.

We are proud of our connections to local media and their willingness to share the story of VGSE and Bridge II Sports with dignity and respect.

ALL major networks in the Triangle cover the action including ABC11, WRAL, CBS17 , SPECTRUM NEWS and in print/online with the NEWS & OBSERVER.

Check out some highlights of the coverage:

**WWW.BRIDGE2SPORTS.ORG/MEDIA/**

We are a small but mighty non-profit with a strong base of loyal fans in our VGSE/BIIS family.

Our Valor Games SE Facebook page @ValorGamesSE has 1520 followers and had approximately **48,000 ORGANIC IMPRESSIONS** during the week of VGSE19.

Our Valor Games Twitter @ValorGamesSE collected **11,000 IMPRESSIONS** in the month of May 2019.

Sponsors utilized prepared content provided by Bridge II Sports to spread their involvement with their own audiences.

Every year professional videographers and photographers capture the spirit of the games creating incredible media ready to share .

**WWW.BRIDGE2SPORTS.ORG/VGSEVIDEO/**

# THE MEANING OF VALOR GAMES SOUTHEAST SPONSORSHIP

## ...TO US

**EVERYTHING!** Your sponsorship brings the mission of Bridge II Sports and the heart of Valor Games Southeast to life.
Without the funding and resources you provide VGSE and our year-round adapted sports programs for Veterans would simply not be possible.

Your commitment makes you part of our Bridge II Sports Family. We have grown by honoring relationships for the long-term and keeping them strong with focus on like values and principles.

## ...TO YOU

**STRENGTH.**
Your brand will be associated with Valor Games Southeast, a strong symbol of empowerment, honor and hope for our Veterans and servicemen and women with disabilities.

**OPPORTUNITY.**
Your staff and leadership team can experience the power of the games first hand through volunteering.

**INTEGRITY.**
You will be aligning with Bridge II Sports– a seasoned and well respected non-profit that creates opportunity through action.

## VGSE19...BY THE NUMBERS

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# SPONSORSHIP OPPORTUNITIES AT A GLANCE

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**BENEFITS OF SPONSORSHIPS CANNOT BE GUARANTEED AFTER FEBRUARY 15, 2020**

**CUSTOMIZABLE PACKAGES ARE ALSO AVAILABLE**

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# PRESENTING SPONSOR(S) $100,000

As the Presenting Sponsor your name/logo will be synonymous with Valor Games Southeast. Beyond being a part of an amazing 3 days, your sponsorship of Valor Games Southeast creates opportunity for your organization to reach millions of eyes, ears and hearts spreading the word on your sincere dedication to make an impact for our Veterans and service members with disabilities.

Benefits include:
(commitment must be made by 12/30/19 to be included in marketing initiatives beginning January 2020)

**Communications/Media**
-Strategic communications plan with defined deliverables unique to your organization developed in collaboration with your leadership team
-Quote included in Valor Games SE 2020 press release and mention in daily media alerts
-Social media posts/presence based on communication plan

**Valor Games SE Brand Recognition**
*Logo will be displayed everywhere the Valor Games Southeast 2020 logo is displayed including but not limited to:*
-Media backdrop
-Bridge II Sports website and VGSE webpage with link back to your organization
-All Valor Games Southeast 2020 promotional collateral and signage
-Prominently on back of t-shirts distributed to all athletes and volunteers (over 1000 shirts distributed)
-Logo displayed on Valor Games Southeast 2020 polo shirts provided to your leadership team
- Banner displayed at all venues honoring sponsorship
-Name or logo on official Valor Games SE 2020 Challenge Coin

**Valor Games SE Participation**
-Executive Leader invited to speak at closing ceremony
-Priority for 100 employees to volunteer at Valor Games SE 2020
-4 members of leadership team invited to all evening dinners/medal ceremonies
-Bridge II Sports Founder and CEO Ashley Thomas to speak at Valor Games SE kick-off event at your organization

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# 2020 PRESENTING SPONSOR

Sponsor / Company Name:_____

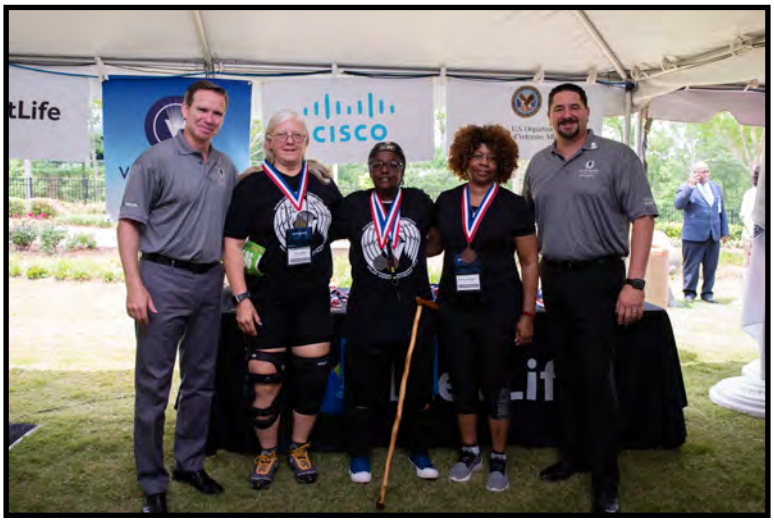
Contact:_____

Contact Phone:_____

Contact Email:_____

_____

Signature Date



Governor Roy Cooper
at Opening Ceremony 2018

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# TRANSPORTATION SPONSOR $40,000

Coordinating a 3-day event involving 11 sports at 3 different venues with over 100 athletes with disabilities at 3 different hotels is a logistical challenge.
Our transportation partners in the Triangle make it look easy providing a convoy of vehicles and expert drivers! Transportation sponsors ensure that our athletes arrive to their competitions safely, comfortably and on time. We couldn't do it without you!

Benefits include:

**Communications/Media**

-Strategic communications plan with defined deliverables unique to your organization developed in collaboration with your leadership team

-Mention in media alerts

-Social media posts/presence based on communication plan

**Valor Games SE Brand Recognition**

Logo will be displayed prominently to ensure visibility of your commitment to Valor Games Southeast 2020 including but not limited to:

-Bridge II Sports website and VGSE webpage with link back to your organization

-Prominently on back of t-shirts distributed to all athletes and volunteers (over 1000 shirts distributed)

-Banner displayed at all venues honoring sponsorship

-All signage associated with transportation sponsorship

**Valor Games SE Participation**

-Opportunity for 40 employees to volunteer at Valor Games SE 2020

-2 members of leadership team invited to all evening dinners/medal ceremonies

-Bridge II Sports Founder and CEO Ashley Thomas to speak at Valor Games SE kick-off event at your organization

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## VGSE2020 TRANSPORTATION SPONSORS

GO Triangle

Chapel Hill transit

GO Durham

GO Raleigh

**THANK YOU TO OUR DEDICATED TRANSPORTATION TEAMS FROM ALL PARTS OF THE TRIANGLE JOINING FORCES FOR VALOR GAMES SOUTHEAST**

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# VENUE SPONSORS $25,000

2020 Venue sponsors will have the unique opportunity to 'own' a day of competition at Valor Games Southeast 2020 at some of the most iconic and beautiful sports settings in the world including the Dean E. Smith Center at UNC, Cameron Indoor Stadium at Duke University and Lake Crabtree County Park– home the most accessible dock in the country.

Benefits include:

**Communications/Media**

-Strategic communications plan with defined deliverables unique to your organization developed in collaboration with your leadership team

-Mention in media alert specific to day sponsored

-Social media posts/presence based on communication plan

**Valor Games SE Brand Recognition**

*Logo will be displayed prominently on day of sponsorship to ensure visibility of your commitment to Valor Games Southeast 2020 including but not limited to:*

-Bridge II Sports website and VGSE webpage with link back to your organization

-Imprinted on give-away for athletes and spectators specific to day of sponsorship (rally towel, flag, etc)

-Prominently on back of t-shirts distributed to all athletes and volunteers (over 1000 shirts distributed)

-'Welcome Athletes' banners/signage at venue on day of sponsorship

-Banner displayed at all venues honoring sponsorship

**Valor Games SE Participation**

-Opportunity for 25 employees to volunteer at Valor Games SE 2020

-2 members of leadership team invited to all evening dinners/medal ceremonies

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## $25,000

## DAY 1 VENUE

**Dean E Smith Center**

**University of North Carolina Chapel Hill**

Sponsor / Company Name:_____

Contact:_____

Contact Phone:_____

Contact Email:_____

_____

Signature Date

## $25,000

## DAY 2 VENUE

**Cameron Indoor Stadium**

**Duke University**

Sponsor / Company Name:_____

Contact:_____

Contact Phone:_____

Contact Email:_____

_____

Signature Date

## $25,000

## DAY 3 VENUE

**Lake Crabtree County Park**

Sponsor / Company Name:_____

Contact:_____

Contact Phone:_____

Contact Email:_____

_____

Signature Date

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# CEREMONY SPONSOR $25,000 (2)

There is no way to better honor our Veteran athletes than with special opening and closing ceremonies-complete with local celebrity emcees, guests of honor and, of course, you!

Benefits include:

**Communications/Media**

-Strategic communications plan with defined deliverables unique to your organization developed in collaboration with your leadership team

-Mention in media alert specific to day sponsored

-Social media posts/presence based on communication plan

**Valor Games SE Brand Recognition**

Logo will be displayed prominently to ensure visibility of your commitment to Valor Games Southeast 2020 including but not limited to:

-Bridge II Sports website and VGSE webpage with link back to your organization

-Imprinted on give-away for athletes at ceremony sponsored

-Back of t-shirts distributed to all athletes and volunteers (over 1000 shirts distributed)

-All signage associated with ceremony sponsored including 'Welcome' sign/banner

-Banner displayed at all venues honoring sponsorship

**Valor Games SE Participation**

-Executive Leader invited to provide welcoming remarks at ceremony sponsored

-Opportunity for 25 employees to volunteer at Valor Games SE 2020

MC of Closing Ceremony—ABC 11 Tisha Powell

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## $25,000 OPENING CEREMONY SPONSOR

Sponsor / Company Name:_____

Contact:_____

Contact Phone:_____

Contact Email:_____

_____

Signature Date

## $25,000 CLOSING CEREMONY SPONSOR

Sponsor / Company Name:_____

Contact:_____

Contact Phone:_____

Contact Email:_____

_____

Signature Date

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# DINNER SPONSORS $15,000 (2)

At Valor Games Southeast we believe in treating our athletes well and making sure they are fueled with good food in an atmosphere that allows for building camaraderie. Each night a buffet/banquet style dinner is provided to athletes, staff and invitees at the central Valor Games Southeast hotel. These special evenings are highlighted with the presentation of medals for that day's competitions. They have become joyous events reflecting the true spirit of the games.
Dinner -Day One of Competition (UNC): May 19
Dinner– Day Two of Competition (Duke): May 20

Benefits include:

**Communications/Media**

-VGSE2020 Communication Toolkit to assist in sharing your role in Valor Games SE
-Bridge II Sports will create at least 3 social media posts on the Valor Games SE Facebook page in association with your sponsorship

**Valor Games SE Brand Recognition**

Logo will be displayed prominently to ensure visibility of your commitment to Valor Games Southeast 2020 including but not limited to:
-Valor Games SE webpage
-Back of t-shirts distributed to all athletes and volunteers (over 1000 shirts distributed)
-All signage associated with the sponsored dinner including table top displays
-Banner displayed at all venues honoring sponsorship

**Valor Games SE Participation**

-Executive Leader invited to provide welcoming remarks at dinner sponsored
-4 members of leadership team invited to sponsored dinner
-Opportunity for 15 employees to volunteer at Valor Games SE 2019

**$15,000**

**DINNER MAY 19**

Organization:_____

Contact:_____

Phone:_____

Email:_____

_____
Signature Date

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# VOLUNTEER APPRECIATION SPONSOR $15,000

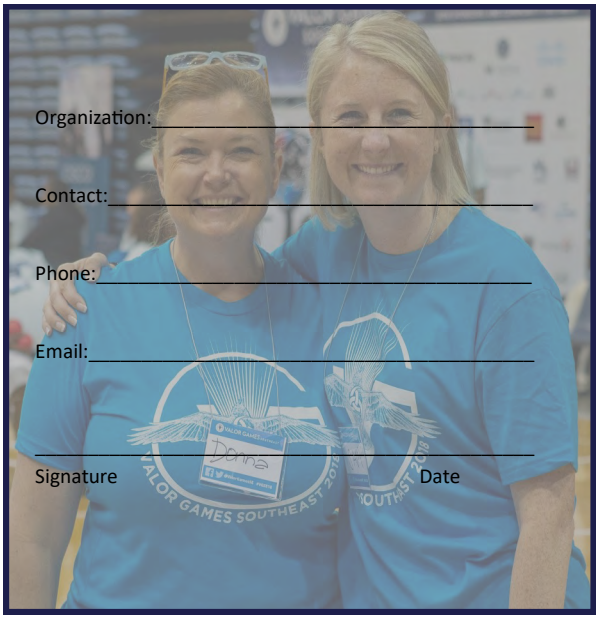
Valor Games Southeast would not be possible without an army of volunteers—nearly 500-- to assist in all capacities before and throughout the event. To ensure the safety, comfort and confidence of our athletes all volunteers take part in Volunteer Training prior to the games. Your Volunteer Sponsorship assists in providing these important trainings to volunteers, their meals and their official Valor Games Southeast volunteer t-shirt. All of our volunteers come from businesses, universities and organizations right here in the Triangle.

Benefits include:

**Communications/Media**

-VGSE2020 Communication Toolkit to assist in sharing your role in Valor Games SE

-Bridge II Sports will create at least 3 social media posts on the Valor Games SE Facebook page in association with your sponsorship



Organization:_____

Contact:_____

Phone:_____

Email:_____

_____

Signature Date

**Valor Games SE Brand Recognition**

Logo will be displayed prominently to ensure visibility of your commitment to Valor Games Southeast 2020 including but not limited to:

-Valor Games SE webpage

-Back of t-shirts distributed to all athletes and volunteers (over 1000 shirts distributed)

-All signage associated with in-person volunteer trainings

-Recognition on all virtual training sessions

-Banner displayed at all venues honoring sponsorship

-Imprinted give-away for all volunteers

**Valor Games SE Participation**

-Opportunity for 15 employees to volunteer at Valor Games SE 2020

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# COMPETITION SPONSOR $10,000 (11)

Get close to the action! Valor Games Southeast 2020 showcases 11 different sports competitions over the 3-day event. All competitions are run by adapted sport experts and nationally recognized coaches.

*Note: As a premier event, the Wheelchair Basketball Competition Sponsorship is valued at $25,000. Tournament takes place on Coach K's Court in Cameron Indoor Stadium at Duke University and provides incredible visuals for your organization.*

Benefits include:

**Communications/Media**

-VGSE2020 Communication Toolkit to assist in sharing your role in Valor Games SE

-Bridge II Sports will create at least 2 social media posts on the Valor Games SE Facebook page in association with your sponsorship

**Valor Games SE Brand Recognition**

Logo will be displayed prominently to ensure visibility of your commitment to Valor Games Southeast 2020 including but not limited to:

-Valor Games SE webpage

-Back of t-shirts distributed to all athletes and volunteers (over 1000 shirts distributed)

-All signage associated with competition sponsored including on equipment used during competition (ie archery bales, back of sport wheelchairs)

-Banner displayed at all venues honoring sponsorship

**Valor Games SE Participation**

-Executive Leader invited to assist in awarding medals at medal ceremony for competition sponsored

-1 additional members of leadership team invited to attend medal ceremony/dinner

-Opportunity for 10 employees to volunteer at Valor Games SE 2020

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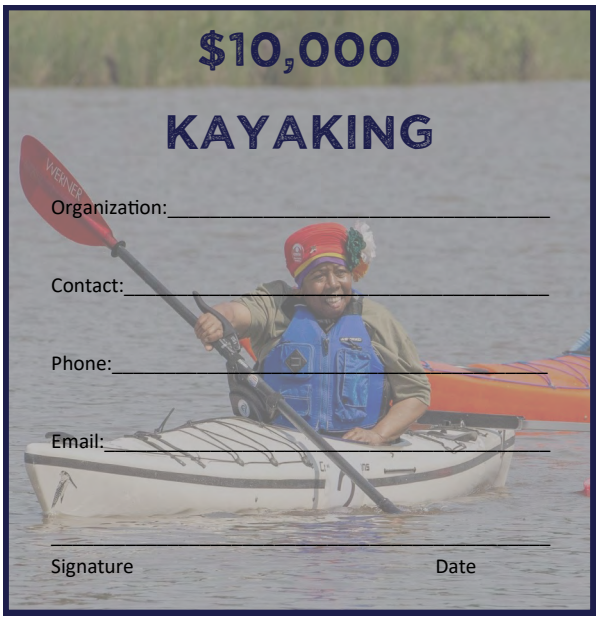

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# RESOURCE FAIR SPONSOR $10,000

One of the major goals of Valor Games Southeast is to connect our athletes to the community of resources, support and opportunities that are available to them year-round after the games are over. On the first day of competition at UNC a Resource Fair is held on the concourse attracting a range of organizations that specialize in Veteran/military related issues, disability services and adapted sports/equipment.

Benefits include:

**Communications/Media**

-VGSE2020 Communication Toolkit to assist in sharing your role in Valor Games SE

-Bridge II Sports will create at least 2 social media posts on the Valor Games SE Facebook page in association with your sponsorship

-Input in naming the 'Resource Fair' to align with your organization

Organization:_____

Contact:_____

Phone:_____

Email:_____

_____

Signature Date

**Valor Games SE Brand Recognition**

Logo will be displayed prominently to ensure visibility of your commitment to Valor Games Southeast 2020 including but not limited to:

-Valor Games SE webpage

-Back of t-shirts distributed to all athletes and volunteers (over 1000 shirts distributed)

-All signage associated with the Resource Fair

-Banner displayed at all venues honoring sponsorship

**Valor Games SE Participation**

-Opportunity for 10 employees to volunteer at Valor Games SE 2020

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# MEDICAL SUPPORT SPONSOR $5,000

Our dedicated medical support team play a critical role in making sure our athletes and volunteers stay healthy and are well cared for at Valor Games Southeast. They serve as the first line of defense for emergencies, injuries, mental health support and any and all health-related concerns. They are on site at all venues.

Benefits include:

**Communications/Media**

-VGSE2020 Communication Toolkit to assist in sharing your role in Valor Games SE

-Bridge II Sports will create at least one social media post on the Valor Games SE Facebook page in association with your sponsorship

**Valor Games SE Brand Recognition**

*Logo will be displayed prominently to ensure visibility of your commitment to Valor Games Southeast 2020 including but not limited to:*

-Valor Games SE webpage

-All signage associated with the 3 medical support stations

-Banner displayed at all venues honoring sponsorship

**Valor Games SE Participation**

-Opportunity for 5 employees to volunteer at Valor Games SE 2020

Organization:_____

Contact:_____

Phone:_____

Email:_____

_____

Signature Date

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# COMFORT ZONE SPONSOR $5,000

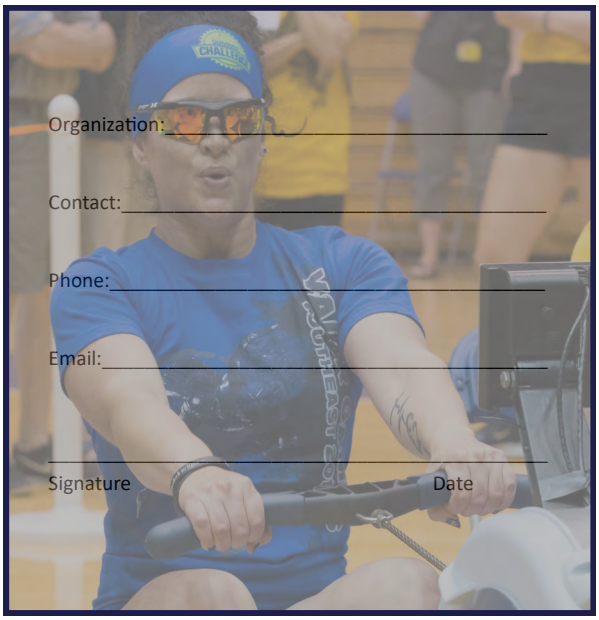
For many of our athletes participating in competitions at large venues and with crowds can be overwhelming
and trigger PTSD/TBI issues. Valor Games Southeast is committed to creating safe, quiet spaces at all our venues designated as a 'get-away' for our athletes and staffed as needed with mental health professionals.
As a Comfort Zone sponsor you are helping provide a much needed resource so all our athletes can manage their symptoms and get back in the game.

Benefits include:

**Communications/Media**

-VGSE2020 Communication Toolkit to assist in sharing your role in Valor Games SE

-Bridge II Sports will create at least one social media post on the Valor Games SE Facebook page in association with your sponsorship



Organization:_____

Contact:_____

Phone:_____

Email:_____

_____

Signature Date

**Valor Games SE Brand Recognition**

*Logo will be displayed prominently to ensure visibility of your commitment to Valor Games Southeast 2020 including but not limited to:*

-Valor Games SE webpage

-All signage associated with the Comfort Zones at all three venues

-Banner displayed at all venues honoring sponsorship

**Valor Games SE Participation**

-Opportunity for 5 employees to volunteer at Valor Games SE 2020

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# LUNCH SPONSOR $5,000 (2)

During competition days our athletes and volunteers work up an appetite! Lunch could possibly be the most important meal of the day as athletes take a break from the games, relax and refuel before getting back in the action.

Lunch is served on site at competition venues.

Lunch– Day 1 of Competition (UNC Dean Smith Center Concourse): May 19

Lunch– Day 2 of Competition (Duke University– Schraf Hall): May 20

Benefits include:

**Communications/Media**

-VGSE2020 Communication Toolkit to assist in sharing your role in Valor Games SE

-Bridge II Sports will create at least one social media post on the Valor Games SE Facebook page in association with your sponsorship

**Valor Games SE Brand Recognition**

*Logo will be displayed prominently to ensure visibility of your commitment to Valor Games Southeast 2020 including but not limited to:*

-Valor Games SE webpage

-All signage associated with the sponsored lunch including table top displays

-banner displayed at all venues honoring sponsorship

**Valor Games SE Participation**

-Opportunity for 5 employees to volunteer at Valor Games SE 2020

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# ENTERTAINMENT SPONSORS $5,000 (2)

Valor Games Southeast is not only about sport and competition— equally important is cultivating the camaraderie among our athletes. Creating an atmosphere of fun, excitement and acceptance is important to those athletes coming for the first time to the games and those returning who understand what Valor Games Southeast is all about. Your sponsorship of either the Registration Cook-Out on May 18 or the Morning Celebration at Lake Crabtree on May 21 sets the mood with music and other special touches.

Benefits include:

**Communications/Media**

-VGSE2020 Communication Toolkit to assist in sharing your role in Valor Games SE

-Bridge II Sports will create at least one social media post on the Valor Games SE Facebook page in association with your sponsorship

**Valor Games SE Brand Recognition**

*Logo will be displayed prominently to ensure visibility of your commitment to Valor Games Southeast 2020 including but not limited to:*

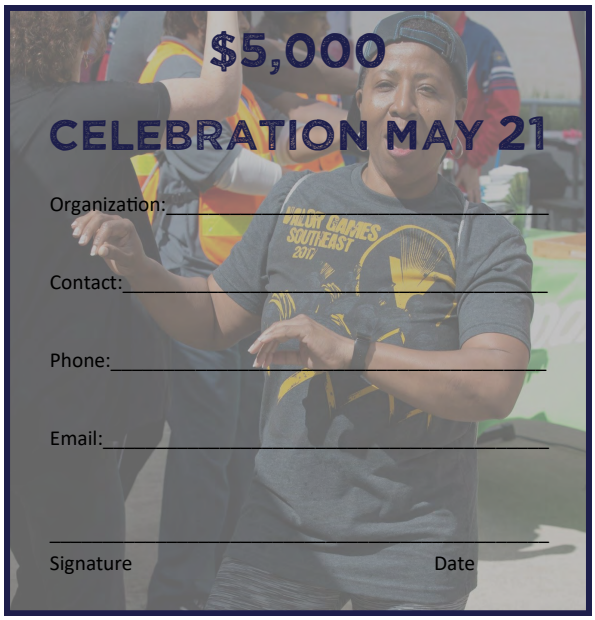
-Valor Games SE webpage

-All signage associated with the entertainment for event sponsored

- banner displayed at all venues honoring sponsorship

**Valor Games SE Participation**

-Opportunity for 5 employees to volunteer at Valor Games SE 2020

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# HYDRATION SPONSOR $5,000

Our athletes can't compete if they are not hydrated!
Your organization will get excellent visibility every time someone grabs for a cold drink.

Benefits include:

**Communications/Media**

-VGSE2020 Communication Toolkit to assist in sharing your role in Valor Games SE
-Bridge II Sports will create at least 2 social media posts on the Valor Games SE Facebook page in association with your sponsorship

**Valor Games SE Brand Recognition**

Logo will be displayed prominently to ensure visibility of your commitment to Valor Games Southeast 2020 including but not limited to:
-Valor Games SE webpage
-All signage at 'hydration stations'
-Banner displayed at all venues honoring sponsorship

**Valor Games SE Participation**

-Opportunity for 5 employees to volunteer at Valor Games SE 2020

Organization:_____

Contact:_____

Phone:_____

Email:_____

_____
Signature Date

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# REFUELING SPONSOR $5,000

Recharge time! At each venue during competition snacks are available for athletes to grab and go– keeping them refueled and ready for action.

Benefits include:

**Communications/Media**

-VGSE2020 Communication Toolkit to assist in sharing your role in Valor Games SE

-Bridge II Sports will create at least one social media post on the Valor Games SE Facebook page in association with your sponsorship

**Valor Games SE Brand Recognition**

*Logo will be displayed prominently to ensure visibility of your commitment to Valor Games Southeast 2020 including but not limited to:*

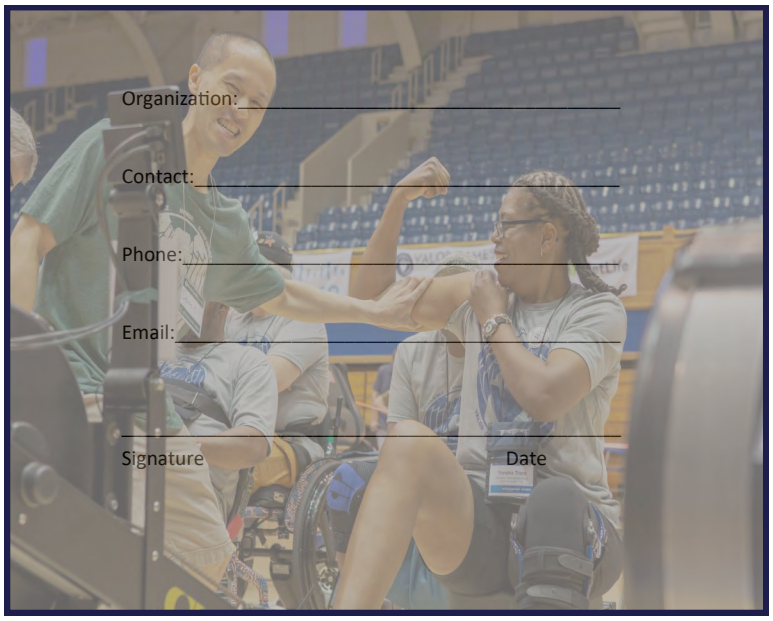
-Valor Games SE webpage

-All signage at 'refueling stations'

-Banner displayed at all venues honoring sponsorship

**Valor Games SE Participation**

-Opportunity for 5 employees to volunteer at Valor Games SE 2020



Organization:_____

Contact:_____

Phone:_____

Email:_____

_____

Signature Date

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**Bridge II Sports is a North Carolina non-profit organization dedicated to developing and implementing opportunities for children and adults with physical disabilities to realize their potential through sports participation. Through adapted sports programming, special events, awareness initiatives and team development Bridge II Sports aims to empower persons with physical disabilities to 'Find the Player Within' and challenge perceptions of disability.**

**OUR CORE PRINCIPLES:**

1. **We are about people development. Sports is the tool that is used to build: Confidence, Self-control, Independence, and Expectation of Ability**
2. **We are a community where everyone belongs.**
3. **As experts, we create safety for those at risk to try.**
4. **Each person is an individual; each disability is different.**
5. **We must respect those differences and work with each person as an individual.**
6. **There is a sport for everyone, we provide the space to enjoy the journey of discovery.**

Bridge II Sports | 3729 Murphey School Rd. Durham NC 27705

866-880-2742 | www.bridge2sports.org | @bridge2sports

501c3 EIN 20-857-7055

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